

GUINNESS WORLD RECORD

Breastfeeding Event

Exhibitor Information



August 3, 2002
Martin Luther King Jr. Park
Berkeley, California

2002 Guinness Book of World Records Breastfeeding Event

EXHIBITOR DETAILS

August 3, 2002

Martin Luther King Jr. Park in Berkeley

Exhibit Booth Spaces Available – Your Company has the opportunity to purchase booth space for the following rates. Non-profit organizations will be charged \$25 for a (10' x 10') space or \$40 for space and a (6') table with chairs. If you would like to rent a (10' x 10') canopy the cost is an additional \$100. For-profit organizations will be charged \$45 for (10' x 10') space or \$60 for space and (6') table with chairs, and an additional \$125 to rent a (10' x 10') canopy. The booths will be open from 12pm until 4pm on Saturday, August 3rd, 2002.

There are a limited number of booth spaces – please refer to the map for more details about the layout of the park. Some booth spaces are reserved exclusively for organizations that sponsor the event at the Presenting, Platinum, Gold, Silver or Bronze levels.

Preference for booth location will be based upon a first paid, first assigned basis. Applications must be returned with payment. **Deadline to submit applications and payment is 5:00 pm on Friday July 5, 2002.** Reservations for booth space will not be accepted over the telephone or by fax.

Exhibitor Benefits – As an Event Exhibitor, you will receive

- One 10' x 10' booth space
- One 6' table with chairs (optional)
- Canopy (optional)
- Inclusion on list of Event Exhibitors in program booklet
- Opportunity to improve your company's visibility
- Opportunity to sell your products to breastfeeding mothers and their families in northern California.

Please note the Farmer's market will also be going on at the same time, which will broaden your exposure.

Event Restrictions on Infant Formula – Exhibitors will not be allowed to display, promote, give away samples, or show pictures of infant formulas.

Park Restrictions – No alcohol, tobacco or styrofoam products will be allowed at the event.

2002 Guinness Book of World Records
Breastfeeding Event
APPLICATION FOR EXHIBITORS

August 3, 2002
Martin Luther King Jr. Park in Berkeley

Company Name _____
Contact Person _____
Mailing Address _____
City/State/Zip Code _____
Phone _____ FAX _____
Product/Service Displayed _____
Vendor License Number _____

Booth Selection: All booth assignments are based upon a first-paid, first-served basis.

Important Times for Exhibitors: Please note set-up and breakdown times.

Exhibitor Set Up	9am to Noon
Booths Open	Noon to 4pm
Exhibitor Breakdown	4pm to 6pm

Fees: Applications and fees must be received by 5:00 pm on Friday, July 5, 2002. Please make checks payable to The City of Berkeley - WIC. Space is reserved on a first-paid, first-assigned basis.

Booth Fee(s)	<u>Amount</u>	<u># of Booths</u>	<u>Total</u>
Non-Profit Agency/Company	\$25/40 (+\$100 canopy)	_____	_____
For-Profit Agency/Company	\$45/60 (+\$125 canopy)	_____	_____
TOTAL FEES		_____	_____

Sponsorship: Please check if you would like more information.

- ☐ **YES!** Please contact me about how to become a Guinness Book of World Record Breastfeeding Event sponsor. I understand that sponsors at all levels receive a free booth space with table and chairs.

Return Form and Payment to:

Checks payable to "City of Berkeley - WIC"

Ellen Sirbu
City of Berkeley WIC Program
830 University Ave.
Berkeley, CA 94710
510-981-5360/510-535-4417

I have read the space application form, including the exhibitor rules printed on the back of this form, and agree to be bound by the policies it sets forth and to faithfully perform in accordance with the terms and information contained in this agreement.

Signature _____ Date _____

GWRBF use only: Booth Assignment _____ Date: _____

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EXHIBITOR RULES

August 3, 2002

Martin Luther King Jr. Park in Berkeley

RULES

These rules and regulations governing the exhibits under the auspices of the Guinness Book of World Record Breastfeeding Event are part of the agreement for space.

PURPOSE

The purpose of the exhibitor program is for breastfeeding support, advertisement, entertainment, and retail sales.

BOOTH SIZES AND PRICES

All booths and canopies are 10' x 10'. Tables are 6'. Booth rentals for non-profit organizations are \$25/space, \$40/space + table with chairs, and \$100/canopy. For-profit organization rentals are \$45/space, \$60/space + table and chairs, and an additional \$125/canopy.

EXHIBITOR SPACE LOCATION

Some booth space is reserved exclusively for organizations that sponsor the event at the Presenting, Platinum, Gold, Silver, or Bronze levels. Preference for booth locations will be based upon a first paid, first assigned basis. Applications must be returned with payment. **Deadline to submit applications and payment is 5pm on Friday, July 5, 2002.** Reservations for booth space will not be accepted over the telephone or by FAX.

RULES AND JURISDICTION

No fans, alcohol, tobacco, or styrofoam products will be allowed at the event.

BABY FRIENDLY EVENT

Exhibitor agrees not to display, promote, give away samples or show pictures of infant formula.

USE OF SPACE

Exhibitors shall arrange their exhibits so that they do not obstruct other exhibits. They should be arranged so that attendants will be inside assigned space.

LIABILITY

It is mutually agreed that Guinness World Record Breastfeeding Event staff, the City of Berkeley, and the Unified Berkeley School District shall not be liable to an exhibitor for any damage to or for the loss or destruction of an exhibit or the property of exhibitor or injuries to his/her person resulting from any cause. Exhibitor expressly waives all claims for any such loss, damage, or injury.

RESTRICTIONS

The City of Berkeley reserves the right to prohibit any display or exhibit or any part of a proposed exhibit which it judges not suitable or in accordance with acceptable professional ethics of the City of Berkeley.

RIGHTS OF EVENT MANAGEMENT

Should an emergency arise, of any nature, prior to the opening date which would prevent its scheduled opening, destruction or damage of the exhibit areas by fire, wind storm, strikes, acts of God, etc., or a declaration of any emergency by the Government, it is expressly agreed that the City of Berkeley may retain as much of the payment for exhibit space as is necessary to cover the expenses incurred by the association up to the time of such emergency. All points not covered by these rules are subject to the judgment of the City of Berkeley.

CANCELLATIONS

In the event an exhibitor finds it necessary to cancel its participation in the Guinness World Record Breastfeeding Event, refunds will be made as follows: for cancellations prior to July 5, 2002, 50% refund; after July 5, 2002, no refund. All cancellations must be in writing. Postmarks will be used to determine eligibility.

FAILURE TO OCCUPY SPACE

Any unoccupied space will be forfeited by the exhibitor without a refund.